

Sanctuary Education Team

Meeting Notes

Meeting Date + Time: 2002 April 10, 6 to 8:15 PM

Location: Channel Islands National Park Headquarters, Ventura Harbor

Larry Manson + Kathy deWet-Oleson, Co-Chairs

Members Attending:

Michael Hanrahan, Media
Barry Hummel, Jr., Diving
Bill Kulhanek, Yachting
Holly Lohuis, Tourism
Cal Meuser, Recreational Boating
Mary Stack, Education: Marine

Attending:

Alex Brodie, Island Packers (member of SAC)
Sandy Delano, Ventura Harbor District
Michele Gilmour, Channel Islands Harbor Dept. (Resource: Harbors)
Ian Holland
Dick Holt (member of SAC)
Yvonne Menard, CINP (Resource: CINP)
Dan Pearson, Point Mugu Wildlife Center
Andy Prokopow, Environmental Coalition (Resource: Local Environmental Organization)
Dick Shrewsbury, Channel Islands Council of Divers

Julie Bursek, CINMS (Resource: CINMS)
Shauna Bingham, CINMS (Resource: CINMS)
Michael Smith, CINMS (Resource: CINMS)

1. A) Introduction of Voting Members + distinguish Resource Members; B) Select name for working group

A) All those in attendance introduced themselves and said a bit about their background and current position or experience. The Voting Members were introduced and Larry Manson described the nature of this group as inclusive. In addition to Voting Members, Resource Members (representation noted above) all in attendance will participate actively in discussion. Only Voting Members have authority to vote.

B) The members discussed names for the working group. There was a motion and second to chose between SET: Sanctuary Education Team and SEA: Sancturay Education Advisors. A vote was taken and the name of the working group is SET: Sanctuary Education Team.

2.) Update on Marine Reserves Process

Kathy deWet-Oleson passed out Fish Story by Tony Ortega, which details the history of concern by local fishermen that evolved into the Marine Reserves Working Group and to the current evaluation of alternatives by California Department of Fish and Game. Cal Meuser, Michael Hanrahan, and Dick Pearson told of their frustrating experience at the most recent public hearing in Long Beach. Kathy then passed out a copy of an old map of the current protected area off Anacapa and she told of a judge throwing out a case involving enforcement because the judge felt that it was difficult, if not impossible, for one to know what was not permitted where. People agreed that this is what we are up against and why SET was formed.

3. From Perspective of Representative Members, Identify and Prioritize Target Groups and Means to Reach Them

The point was made that outreach should be based on pro-active education with a focus on opportunities for users while enunciating restrictions: emphasize the positive, while clearly defining boundaries.

Julie Bursek clarified role of SET: a community-based advisory group to put forward prioritized plans for action that are to be carried out by specific agencies, such as CINMS, CINP, etc.

Michael Hanrahan described a marketing process:

- 1) Identify users
- 2) Determine communication means
- 3) Define message
- 4) Deliver message
- 5) Measure effectiveness

It was moved and seconded and approved to use the existing Anacapa Ecological Reserve as a case study to determine a model for creating educational plans for marine reserves in the Channel Islands National Marine Sanctuary.

The "homework" assignment is for representative members to focus on the first three items of the marketing process and report at the next meeting. Staff will assist by preparing a package of brochures and other products for respective members.

Next meeting: 2002 May 1, Wednesday, from 6 to 8 PM at Chase Palm Park Center, 236 East Cabrillo Blvd., Santa Barbara. (On the ocean side of Cabrillo, just east of Garden Street.)

At the meeting Gary Davis from Channel Islands National Park and Michael Behrens, Research Member, will make presentations.